

ORDER



WOOD

Orders
Order / Rev: 218264
Alt Order #: 6868695
Product Desc: MI-6
Estimate: 3509
Flight Dates: 10/27/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Upton for All of Us
Demographic: A35+
Product Codes: PL1
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16589
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	25	\$30,550.00	\$25,967.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	25	\$30,550.00	\$25,967.50	0.00
Totals	25	\$30,550.00	\$25,967.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WOOD	10/30/12	10/30/12	6am Daybreak 6am Daybreak	CM	6-7a	-T-----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$800.00		0.00			
E 3	WOOD	10/31/12	10/31/12	6am Daybreak 6am Daybreak	CM	6-7a	--W----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$800.00		0.00			
E 4	WOOD	11/02/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	----F--	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$800.00		0.00			
E 5	WOOD	11/05/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	1:00	1	\$800.00	P4	0.00	NM	1	\$800.00
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$800.00		0.00			
E 6	WOOD	10/30/12	10/30/12	Today Show M-F Today Show	CM	658-9a	-T-----	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$1,300.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WOOD	11/01/12	11/01/12	Today Show M-F Today Show	CM	658-9a	---T---	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,300.00 0.00															
E 8	WOOD	11/06/12	11/06/12	Today Show M-F Today Show	CM	658-9a	-T-----	1:00	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00
TODAY SHW< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 -T----- 1 \$1,300.00 0.00															
E 9	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	1:00	1	\$300.00	P4	0.00	NM	1	\$300.00
NW8DYBK SA E E <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$300.00 0.00															
E 11	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	1:00	1	\$550.00	P4	0.00	NM	1	\$550.00
NWS8 DAYBK SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$550.00 0.00															
E 13	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	1:00	1	\$750.00	P4	0.00	NM	1	\$750.00
SATURDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$750.00 0.00															
E 14	WOOD	11/04/12	11/04/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	1:00	1	\$250.00	P4	0.00	NM	1	\$250.00
NW8DYBK SU E E <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$250.00 0.00															
E 15	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	1:00	1	\$500.00	P4	0.00	NM	1	\$500.00
NWS8 DAYBK SUN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$500.00 0.00															
E 16	WOOD	11/04/12	11/04/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	1:00	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
SUN TODAY-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,200.00 0.00															
E 17	WOOD	10/30/12	10/30/12	M-F 6p News M-F News 8 @6p	CM	6-630p	-T-----	1:00	1	\$2,250.00	P4	0.00	NM	1	\$2,250.00
NEWS8 AT 530PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,250.00 0.00															
E 18	WOOD	11/01/12	11/01/12	M-F 6p News M-F News 8 @6p	CM	6-630p	---T---	1:00	1	\$2,250.00	P4	0.00	NM	1	\$2,250.00
NEWS8 AT 530PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$2,250.00 0.00															
E 19	WOOD	11/02/12	11/02/12	M-F 6p News M-F News 8 @6p	CM	6-630p	----F--	1:00	1	\$2,250.00	P4	0.00	NM	1	\$2,250.00
NEWS8 AT 530PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$2,250.00 0.00															
E 20	WOOD	11/05/12	11/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	1:00	1	\$2,250.00	P4	0.00	NM	1	\$2,250.00
NEWS8 AT 530PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,250.00 0.00															
E 22	WOOD	10/31/12	10/31/12		CM	7-8p	--W----	1:00	1	\$900.00	P6	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
PA (M-F) M-F 7-8p INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$900.00 0.00															
E 23	WOOD	11/05/12	11/05/12	PA (M-F) M-F 7-8p	CM	7-8p	M-----	1:00	1	\$900.00	P6	0.00	NM	1	\$900.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$900.00 0.00															
E 24	WOOD	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	230-6P (2:30 PM-6:00 PM)	-----S-	1:00	1	\$900.00	P4	0.00	NM	1	\$900.00
NCAAF: PITT@ND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$900.00 0.00															
E 25	WOOD	11/04/12	11/04/12	FB Night in Amer Pre Ga Football Night in America	CM	7-8P (7:00 PM-8:00 PM)	-----S	1:00	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
NFL: DAL@ATL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,000.00 0.00															
E 26	WOOD	10/30/12	10/30/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-T-----	1:00	1	\$1,800.00	P4	0.00	NM	1	\$1,800.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$1,800.00 0.00															
E 27	WOOD	11/01/12	11/01/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--T---	1:00	1	\$1,800.00	P4	0.00	NM	1	\$1,800.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,800.00 0.00															
E 28	WOOD	11/05/12	11/05/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	1:00	1	\$1,800.00	P4	0.00	NM	1	\$1,800.00
NEWS 8 AT 11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$1,800.00 0.00															
E 32	WOOD	11/03/12	11/03/12	Sign-On/Sign-Off SAT NEWS	CM	7-8P (7:00 PM-8:00 PM)	-----S-	1:00	1	\$1,800.00	P3	0.00	NM	1	\$1,800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,800.00 0.00															
													Totals	25	\$30,550.00